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## **The Weakest Link TV game show: Beyond a traditional observational field experiment?**

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### **Abstract**

A common criticism of Psychology/Economic experiments is that behaviour observed in a laboratory may not be representative of behaviour found in natural settings A ref would be useful here? We review research, including some of our own data, based on the 'The Weakest Link' TV game programme to show how we overcome some of these methodological criticisms (Antonovic, et al 2005; Goddard, et al 2013; Levitt 2004; Raghubir and Valenzuela, 2010). Insodoing, we highlight and test common theories in psychology, economics and game theory.

### **Reference**

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